

## ABSTRACT OF THE DISCLOSURE

A method and system for pointing a Internet user requesting access to content on a particular web site to one of a plurality of content servers associated with that web site based on one or more cost measurements associated with

5 serving said content. The identification of the web site is mapped to the content servers associated with that web site. The user's IP address is then mapped to a particular content server based on a cost function and the IP address of the selected content server is provided to the user.

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